

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----026194 011753Z /44

R 011603Z JUL 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9538
AMCONSUL FRANKFURT
AMCONSUL MUNICH

UNCLAS SECTION 01 OF 02 BONN 11029

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - SSP INDUSTRIES, BURBANK, CA

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

BAYWA AG
ABTEILUNG LANDTECHNIK VERTRIEB
HELENE-MAYER-RING 4
D-8000 MUENCHEN
CONTACT: HERR DIREKTOR ANTON RANZINGER AND
HERR SCHMIDBAUER
PHONE: 089/38661
TELEX: 5 29 208 (BWMM)
COMMENT: BAYERISCHE WARENVERMITTLUNG LANDWIRTSCHAFT-
LICHER GENOSSENSCHAFT AG: THIS CORPORATION, ESTABLISHED ON JANUARY 17, 1923, IS REPORTEDLY THE LARGEST CORPORATION DEALING IN MERCHANDISE IN WESTERN GERMANY. THE ACTIVITIES OF BAYWA INCLUDE: 1. PROCUREMENT AND MARKETING OF AGRICULTURAL EQUIPMENT AND SUPPLIES, INCLUDING FERTILIZERS, FEED, SEEDS, FUELS, MACHINERY, EQUIPMENT AND PARTS. 2. PURCHASE, STORING AND UTILIZATION OF AGRICULTURAL
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PRODUCTS OF ALL KINDS, BOTH PROCESSED AND UNPROCESSED KV3. ASSISTANCE IN THE PROCUREMENT OF AGRICULTURAL SUPPLIES AND FOOD FOR SALE IN THE DOMESTIC MARKET AND FOR THE IMPORT AND EXPORT TRADE. 3. MANUFACTURE AND UTILIZATION OF AGRICULTURAL SUPPLIES, FEED, FERTILIZERS AND OTHER AGRICULTURAL PRODUCTS. 4. OPERATION OF WORK

SHOPS FOR THE REPAIR OF AGRICULTURAL MACHINERY AND EQUIPMENT AND FOR THE MANUFACTURE OF AGRICULTURAL IMPLEMENTS AND EQUIPMENT. BAYWA MAINTAINS BRANCHES IN AUGSBURG, BAMBERG, NUERNBERG, REGENSBURG AND WUERZBURG AS WELL AS WAREHOUSES AND DISTRIBUTION OFFICES IN ABOUT 500 BAVARIAN COMMUNITIES. THIS COMPANY ENJOYS AN EXCELLENT REPUTATION. IT IS ALWAYS PROMPT IN MEETING ITS OBLIGATIONS AND ITS CREDIT RATING IS VERY HIGH. HERR DIREKTOR RANZINGER WANTS MORE TECH. DETAILED INFORMATION AND PRICE LIST.

AMCONSUL FRANKFURT REPORTS:

1. WIND MACHINES FOR FROST PROTECTION OF CROPS: THE IRREGULAR FREQUENCIES OF (HEAVY) FROST DAMAGES WHICH HAVE OCCURRED IN THE WINE GROWING AREAS OF OUR DISTRICT DURING THE PAST DECADES REPORTEDLY DO NOT WARRANT THE COSTLY CAPITAL INVESTMENT FOR THE ACQUISITION AND OPERATION OF SUCH WIND MACHINERY WITH THEIR APPARENT ENVIRONMENTAL SHORTCOMINGS (SUCH AS HIGH FUEL CONSUMPTION, AND NOISE). POTENTIAL DOMESTIC WINE GROWERS WHO HAVE VISITED THE UNITED STATES AND SEEN THE SSP WIND MACHINES IN OPERATION THERE WERE NOT CONVINCED OF THE LATTER'S POSSIBLE SUCCESSFUL UTILIZATION IN THE WINE GROWING AREAS OF HESSE, RHEINLAND-PFALZ, AND THE SAARLAND, UNCLASSIFIED

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ON A COST-PER-ACRE BASIS. THE FROST PREVENTING SYSTEMS MOST COMMONLY USED HERE ARE HEATING OVENS CONNECTED TO A NETWORK OF TUBES AND HOSES. REPORTEDLY, ONLY A VERY SMALL NUMBER OF WEST GERMAN MANUFACTURERS ARE SELLING THESE SYSTEMS IN THE DOMESTIC MARKET; AMONG THEM ARE THE FOLLOWING TWO COMPANIES:

1. FIRMA FISCHACHTALER MASCHINENBAU GMBH
D-7161 OBERFISCHACH; KREIS SCHWABISCH-HALL;

2. FIRMA GEBRUEDER LOHMANN
D-4401 EVERSINKEL

THE U.S. MANUFACTURER MIGHT WISH TO INVESTIGATE THE POSSIBILITY OF MODIFYING HIS DESIGNS IN ORDER TO SUIT THE REQUIREMENTS AND PARTICULARITIES OF THIS MARKET THROUGH THE COOPERATION WITH A SUITABLE WEST GERMAN MANUFACTURER.

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2. AUTOMATIC TREE HARVESTING MACHINES:
ATTEMPTS BY WEST GERMAN OEMS TO OPERATE THEIR
AUTOMATIC TREE HARVESTING MACHINES IN THE
DOMESTIC MARKET REPORTEDLY HAVE BEEN UNSUCCESSFUL
IN THE PAST. THE MAJOR FRUIT GROWING AREAS IN
WEST GERMANY ARE LOCATED OUTSIDE OUR DISTRICT,
IN THE STATES OF SCHLESWIG-HOLSTEIN AND BADEN-
WUERTTEMBERG. IT IS UNDERSTOOD THAT A DUTCH
MACHINERY MANUFACTURER AND DISTRIBUTOR:
J.M. VAN DEN MUNCKHOF, 115 METERIKSWEG, HORST,
THE NETHERLANDS, HAS BEEN MAKING ATTEMPTS IN THE
PAST ON BEHALF OF AN UNIDENTIFIED US MANUFACTURER
TO INTRODUCE AUTOMATIC TREE HARVESTING MACHINES IN
WEST GERMANY; HOWEVER, WITH LITTLE OR NO SUCCESS,
DUE TO THE FACT THAT TRUNKS AND ROOTS OF THE FRUIT
TREES HAD SUFFERED DAMAGE. IN THE ABSENCE OF PO-
TENTIAL AGENTS IN OUR DISTRICT, THE U.S. COMPANY
MIGHT WISH TO CHECK INTO THE POSSIBILITY OF
COOPERATING WITH A WEST GERMAN OEM OF TREE HARVEST-
ING MACHINES, AND UTILIZING AT THE SAME TIME THE
EXPERIENCE GAINED BY SUCH A COMPANY. THE ROOF
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ORGANIZATION OF THE WEST GERMAN MANUFACTURERS OF

AGRICULTURAL MACHINERY WILL BE PLEASED TO ASSIST
BY DISSEMINATING SUCH A REQUEST TO ITS MEMBER FIRMS.
CONTACT SHOULD BE MADE DIRECTLY WITH
LANDMASCHINEN-UND ACKERSCHLEPPERVEREINIGUNG-LAV-
IM VDMA,
ATTN. MISS HIRT,
LYONER STRASSE 18,
POSTFACH 710109
D-6000 FRANKFURT/MAIN-NIEDERRAD-71
PHONE: 0611-66031

SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED,
THE EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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TAGS: BEXP, GE
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